

Market Information Services' Contribution to the Competitiveness of the Agricultural Sector

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Market's information as an opportunity area

- ✓ Firms need reliable information on market conditions for proper decision-making and planning processes.
- ✓ Correct use of and timely access to information reduce the possibility of economic losses and increase firm's competitiveness.

Main Characteristics of the information service

- ✓ SNIIM is a primary source of price information based on the daily behavior of agricultural products commercialized in the main wholesale points throughout the country. Access to the information gathered is through the Internet.
- ✓ It promotes the use of electronic means to link buyers and sellers and generates a culture of market information.
- ✓ ISSO 9000-2000 Certification guarantees the quality of the services offered as well as its reliability and timeliness. It is also subject to continuous improvement.
- ✓ The average use per month during 2004 is 30,500 users, a 20% increase compared to the previous year.

Contribution to national statistics

- ✓ Bank of Mexico, uses it for calculating the INPP
- ✓ SAGARPA, uses it for calculating margins of commercialization of agricultural products.
- ✓ ASERCA and SIAP, use it to analyze and disseminate information.
- ✓ INEGI, uses it in the National Accounts and Opportunity Information of the Food Sector
- ✓ SE, uses it to calculate reference prices for the payment of sugar cane.
- ✓ The Judiciary Power uses it in cases of commercial controversy
- ✓ The Legislatures use it to elaborate monthly reports to the Food Commission.
- ✓ State governments use it to elaborate local statistics.

Commercial links for the agricultural sector

- ✓ On-line communication of product's offer and demand using an electronic blackboard on the SNIIM site.
- ✓ Automatic offer and demand links through e-mail.
- ✓ Active participation of international firms that demand national products.
- ✓ Promotion of e-commerce of goods and services with an effective and agile communication.

Markets information in the international context

- ✓ SNIIM is a member of OIMA, an organization that groups 19 American countries.
- ✓ Mexico holds OIMA's presidency
- ✓ Projects focus on identifying strengths and weaknesses of information systems in order to find areas of collaboration among the participating countries.

- ✓ Current projects are geared towards standardizing product catalogues, methods and procedures in order to strengthen trade in foodstuffs.
- ✓ Currently supporting AMS in re-engineering their web service-based process and in developing a program of knowledge exchange.
- ✓ Also promoting the use of a system to ensure quality in AMS.

Prospects for markets information services

- ✓ More value-added in market information analysis.
- ✓ Development of skills for markets specialists.
- ✓ On-line transactions between producers and potential national and international buyers.